

Message Text

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PAGE 01 TEL AV 01319 070856Z

12

ACTION NEA-05

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FM AMEMBASSY TEL AVIV

TO SECSTATE WASHDC 1738

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UNCLAS TEL AVIV 1319

E O 11652: N/A

TAGS: BEXP, IS

SUBJ: FY 75 TRADE PROMOTION PROGRAM FOR ISRAEL

REFS: STATE 34758, TEL AVIV 1214, 1272

1. AS STATED IN OUR 1214, PROXIMITY TO OCTOBER WAR AND POST-WAR POLITICAL AND ECONOMIC UNCERTAINTIES WRE FACTORS ADVERSELY AFFECTING RESULTS OF TECHNOLOGY 73. ANOTHER ADVERSE ASPECT WAS PRODUCT MIX, WHICH WAS TOO BROAD AND DIVERSE. IN CIRCUMSTANCES, RESULTS WERE MODE- RATELY SUCCESSFUL AND WE DO NOT BELIEVE THAT THIS EXPERIENCE SHOULD CAUSE US TO SCRAP PLANS FOR OUR PARTITICIPATION IN TECHNOLOGY 75.

2. EXPERIENCE WITH TECHNOLOGY 73, AS WELL AS RESULTS OF LAST MONTHS'S MACHINE TOOL TRADE MISSION, SUGGEST THAT OUT PARTICIPATION IN TECHNOLOGY 75 SHOULD BE SHARPLY FOCUSED, HIGH-QUALITY EXHIBITION. AS FEW AS 15 EXHIBITORS (STATE 34758) DISPLAYING STATE-OF-THE-ART EQUIPMENT AND TECHNOLOGY, COULD BE AN EFFECTIVE PARTICIPATION.

3. WITH REGARD TO TIMPRINT SCHEDULED FOR OCTOBER 1975, OUR DESK STUDY ON PRINTING AND GRAPHIC ARTS (A-33) BROUGHT OUT FACT THAT EUROPEAN FIRMS NOW DOMINATE ISRAELI MARKET IN THIS FIELD. WE STILL BELIEVE THAT EXPOSURE OF US EQUIPMENT AND MATERIAL CAN BEST BE ACHIEVED IN SPECIALIZED EXHIBITION. AT SAME TIME, WE RECOGNIZE THAT MARKET PROSPECTS FOR PRINTING AND GRAPHIC

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PAGE 02 TEL AV 01319 070856Z

ARTS MAY NOT BE AS PROMISING OVER NEXT TWELVE

MONTHS AS BELIEVED EARLIER, BECAUSE OF ECONOMIC PRIORITYS
DESCRIBED IN OUR 1272. BUT OUR PARTICIPATION IN TIMPRINT
WOULD LAY GROUND WORK FOR LONGER TERM PENETRATION OF THIS
MARKET, AND WE HOPE THAT BUDGET WILL PERMIT THE LIMITED
PARTICIPATION IN TIMPRINT AS PLANNED. HOWEVER, IF REQUIRED
TO CHOOSE BETWEEN TIMPRINT AND TECHNOLOGY 75, WE WOULD
DEFINITELY PREFER STRONG PARTICIPATION IN TECHNOLOGY

75.

KEATING

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